

## ORDER



**Orders**  
**Order / Rev:** 704563  
**Alt Order #:** 06261879  
**Product Desc:** AMERS FOR PROSPERITY  
**Estimate:** 1853  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	35	\$36,410.00	\$30,948.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$36,410.00	\$30,948.50	0.00
<b>Totals</b>	<b>35</b>	<b>\$36,410.00</b>	<b>\$30,948.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/28/12	08/31/12	M-F 6-8a Good Morning Show	CM	6-8a	- 1- 11- -	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- 1- 11- -					3	\$275.00		0.00			
E 2	WFMY	08/28/12	08/31/12	CBS This Morning CBS This Morning	CM	8-10a	- 11- 1- -	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- 11- 1- -					3	\$140.00		0.00			
E 3	WFMY	08/29/12	08/31/12	News 2 at 6 News 2 at 6	CM	6-630p	- - 111- -	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - 111- -					3	\$750.00		0.00			
E 4	WFMY	08/28/12	08/30/12	PA (M-F) Wheel/Jopardy	CM	7-8p	- 111- - -	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- 111- - -					3	\$1,200.00		0.00			
E 5	WFMY	08/29/12	09/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - 11- - 1	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - 11- - 1					3	\$1,000.00		0.00			

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Alt Order #: 06261879  
Flight Dates: 08/28/12 - 09/03/12

Advertiser: Americans For Prosperity  
Product Desc: AMERS FOR PROSPERITY  
Estimate: 1853  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	08/28/12	08/28/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-T-----			1		\$3,000.00	0.00					
E 7	WFMY	08/28/12	08/28/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-T-----			1		\$2,800.00	0.00					
E 8	WFMY	08/29/12	08/29/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	--W----			1		\$2,000.00	0.00					
E 9	WFMY	08/30/12	08/30/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	---T---			1		\$2,000.00	0.00					
E 10	WFMY	08/31/12	08/31/12	Fri Prime B CSI: NY	CM	9-10p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	----F--			1		\$1,300.00	0.00					
E 11	WFMY	08/31/12	08/31/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,750.00	P-1	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	----F--			1		\$1,750.00	0.00					
E 12	WFMY	09/01/12	09/01/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-			1		\$250.00	0.00					
E 13	WFMY	09/01/12	09/01/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-			1		\$300.00	0.00					
E 14	WFMY	09/01/12	09/01/12	Sat Prime B 48 Hours Mystery	CM	9-10p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-			1		\$800.00	0.00					
E 15	WFMY	09/02/12	09/02/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$250.00	0.00					
E 16	WFMY	09/02/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$650.00	0.00					
E 17	WFMY	09/02/12	09/02/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$800.00	0.00					
E 18	WFMY	09/02/12	09/02/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$2,800.00	0.00					
E 19	WFMY	09/02/12	09/02/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S			1		\$1,750.00	0.00					
E 20	WFMY	09/03/12	09/03/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Estimate: 1853

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WFMY	09/03/12	09/03/12	M-F 6-8a Good Morning Show	CM	6-8a	M- - - - -	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$275.00		0.00				
E 21	WFMY	09/03/12	09/03/12	CBS This Morning CBS This Morning	CM	8-10a	M- - - - -	:30	1	\$140.00	P-2	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$140.00		0.00				
E 22	WFMY	09/03/12	09/03/12	News 2 at 6 News 2 at 6	CM	6-630p	M- - - - -	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$750.00		0.00				
E 23	WFMY	09/03/12	09/03/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	M- - - - -	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$1,200.00		0.00				
E 24	WFMY	09/03/12	09/03/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$1,000.00		0.00				
E 25	WFMY	09/03/12	09/03/12	Mon Prime C Hawaii Five-0	CM	10-11p	M- - - - -	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M- - - - -		1			\$2,500.00		0.00				
Totals													35	\$36,410.00	